



PHOTOGRAPHING YOUR PRODUCT

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Poll:

Do you have a digital camera?



Overview

- ◆ Why take pictures?
- ◆ Choosing your equipment
- ◆ Accessories
- ◆ Using your equipment
- ◆ Editing





Introduction

- ◆ Why take pictures of your product?
 - Boost your online sales!
 - Use them for display, flyers, brochures, etc.
 - Use them for the Made In Alaska website

- ◆ Do you need a professional photographer?

Not necessary. Just follow our instructions.

Advantages of Digital Cameras

- ◆ Save time & money
- ◆ Take more pictures
- ◆ Easy to use
- ◆ Easy to upload & edit
- ◆ More creative control



Choosing Your Equipment



Choosing Your Camera

Choosing a Camera:

- Camera's purpose
- Print size (if going to print)
- Quality (megapixels)
- Zoom capabilities
- Flash
- File format (jpg)



<- Compact
(digital zoom)



Compact with zoom ->
(optical zoom)



<- Zoom-Lens Reflect
(optical, only 1 lens)



Professional SLR ->
(optical, multiple lens)

Choosing Your Camera

- ◆ Recommendations:
 - Compact with an optical zoom
 - 5 to 12 Megapixels
 - Optical zoom (3x and more)



Accessories

- ◆ Memory Cards
 - From less than 1 GB to 32 GB
- ◆ Batteries
- ◆ Tripod
- ◆ Camera Case



Capacity	# of Photos (jpeg format)*
128 MB	98
256 MB	196
512 MB	392
1 GB	784
2 GB	1,568
4 GB	3, 136
8 GB	6, 272

*Based on a 6 MP Camera Quality

Using Your Camera



Stabilization

- ◆ Tripod is a must!
- ◆ Set timer to take pictures
- ◆ Better picture quality
- ◆ Sharper image



ISO

♦ ISO – is sensitivity to light

- ISO – AUTO setting ★
- ISO 50 to 80 – Professional Lighting
- ISO 100 – Bright Day
- ISO 200 – Overcast
- ISO 400 – Inside or dark conditions



When using lighting equipment use the lowest ISO setting

Zoom & Focus

For best results:

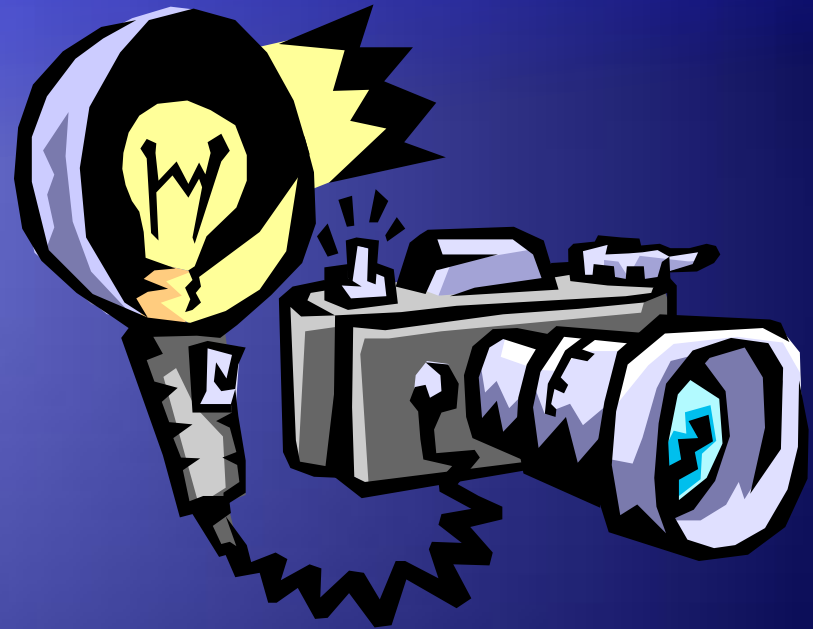
- ◆ Use only optical zoom
- ◆ Try different perspectives
- ◆ Focus right – use macro mode
- ◆ Focus on the object, not the background



Flash

◆ Flash

- Don't use (if possible)
- Know your flash range
- Use natural light
- Use lighting equipment
- Check your manual



◆ Built-in or External

- Built-in is convenient and low range
- External Flash is larger and more powerful

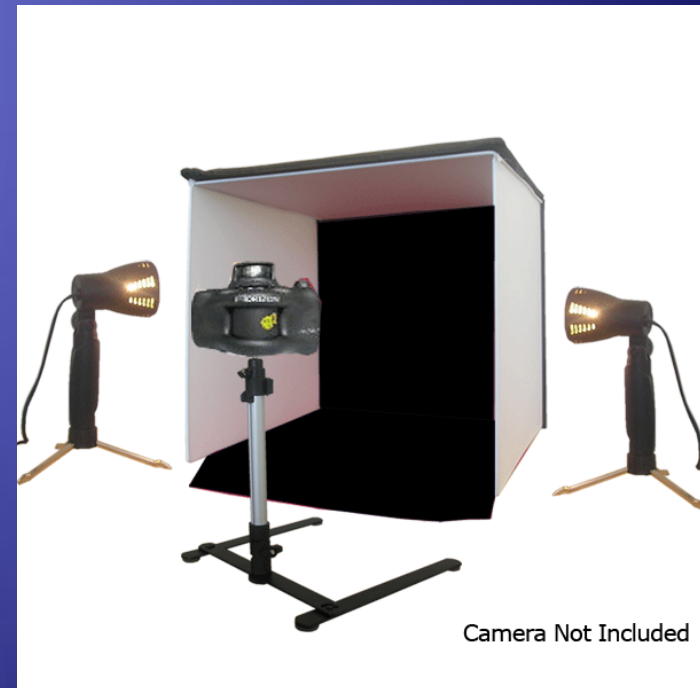
Lighting Options

- ◆ Natural light – overcast day
- ◆ Lights from around the house
 - Desk lamps
- ◆ Professional Lights
- ◆ Diffuser
- ◆ Light tent studio
 - From \$50 Online



Portable Lighting Studio

- ◆ Try at our workshops
- ◆ Purchase (\$50 to \$150)
 - Amazon, Ebay, etc.
- ◆ Create your own



Backgrounds

- ◆ Remove distracting elements
- ◆ Choose a simple background
 - White, Black and Graduated work the best
 - Emphasize your product (not the background)
 - Sheets, towels, paper, etc.
- ◆ Color coordination & staging
- ◆ Use the same background
- ◆ Other options:
 - Under-lighting
 - Reflective acrylic panels

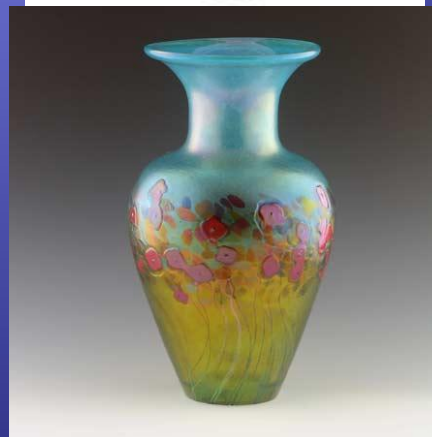


Backgrounds

Black



Graduated



White



Exposure

- ♦ Important for getting the best results
- ♦ Adjust your exposure manually if needed
- ♦ “Bracketing”
- ♦ Changing exposure example:

0.0



+1.0



+2.0



White Balance

- ◆ Capture right colors
- ◆ Use custom setting (if you can)
- ◆ If not: Fluorescent or halogen light settings

- ◆ Example:
Auto & Adjusted



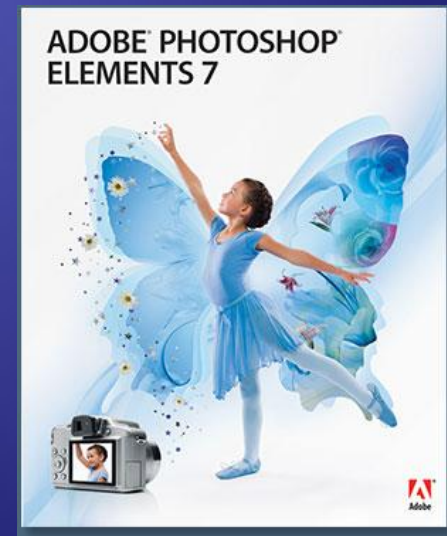
Taking Pictures

- ◆ Slow down
- ◆ Take multiple photos
- ◆ Reposition item
- ◆ Get different perspective
- ◆ Bracketing
 - Take pictures with slightly different exposure (+ or -)
- ◆ Be creative



Editing

- ◆ Enhance your pictures!
- ◆ Microsoft Office Picture Manager (PC)
- ◆ iPhoto (Mac)
- ◆ ***Photoshop Elements*** – recommended (under \$100)
 - Crop
 - Rotate
 - Resize
 - Adjust lighting
 - Color balance
 - Contrast
 - And more



Storing Pictures

- ◆ Your computer
- ◆ External hard drives
- ◆ Flash drives
- ◆ CDs
- ◆ DVDs



Summary

- ◆ Take pictures!
- ◆ Choose a camera
- ◆ Learn how to use it
- ◆ Use editing software
- ◆ Experiment
- ◆ Have fun!





THANK
YOU

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